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Nursery Products

PRODUCTION AND SALES, 1959 AND 1961
JANUARY INVENTORY 1960 AND 1962
IN 6 SELECTED STATES

- ORNAMENTALS
- DECIDUOUS FRUIT AND NUT TREES
- CITRUS AND SUBTROPICAL FRUIT TREES
- GRAPE VINES

UNITED STATES DEPARTMENT OF AGRICULTURE
Statistical Reporting Service Crop Reporting Board
Washington, D. C. JULY 1962

SpCr 6-2(62)

CONTENTS

	Page
Summary	3
Coniferous Evergreens	6
Broad-leaved Evergreens	7
Deciduous Shade Trees	8
Deciduous Shrubs	9
Rose Plants	10
Deciduous Fruit and Nut Trees	11
Grape Vines	12
Citrus and Subtropical Fruit Trees	13

This report summarizes the findings of the recent six State survey conducted in California, Colorado, Florida, Illinois, Iowa, and New York. Revised data shown for 1959, the latest previous survey, are those collected by the Bureau of the Census, United States Department of Commerce in conjunction with the 1959 Census of Agriculture, except where noted. The data represent those establishments with sales of $2,000 or more of all Horticultural Specialties crops. However, for 1961, it was difficult to delete such establishments. As a result, a few firms whose sales of all Horticultural Specialties crops totaled less than $2,000 may have been included, but essentially the 1961 data are comparable with that of 1959. Similar data for 1957 and 1958 for ten States--California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon and Texas--were issued by the Agricultural Marketing Service under publication numbers SpCr 6-2(59) and SpCr 6-2 (58), and for 1956 for five States--California, Colorado, Florida, Illinois, and Iowa--under publication number SpCr 6-2 (57). Data for these earlier years, however, represent establishments with sales of $1,000 or more of all Horticultural Specialties crops, as compared with the present $2,000 minimum sales.

NURSERY PRODUCTS

Production and Sales, 1959 and 1961, and January Inventory,
1960 and 1962 in 6 Selected States

Sales of eight classes of nursery products grown in California, Colorado, Florida, Illinois, Iowa, and New York had a wholesale value of $55.6 million in 1961, according to the Crop Reporting Board of the United States Department of Agriculture. This is 15 percent above the wholesale value of $48.4 million reported in the 1960 Census of Agriculture for the same classes of nursery products sold in 1959.

The plant material classifications covered were coniferous evergreens, broad-leaved evergreens, deciduous shade trees, deciduous shrubs, rose plants, deciduous fruit and nut trees, grape vines, and citrus and subtropical fruit trees. Of the eight classes of nursery products, only deciduous shrubs, rose plants and grape vines decreased in total wholesale value of sales. Broad-leaved evergreens were valued at $16.1 million, coniferous evergreens at $13.0 million, citrus and subtropical fruit trees $7.4 million, rose plants $6.4 million, deciduous fruit and nut trees $4.9 million, deciduous shade trees $4.2 million, deciduous shrubs $3.0 million, and grape vines $0.5 million.

Highlights of the current report are the increased inventories in California except for grape vines and deciduous fruit and nut trees, and the large increases in value of sales for coniferous and broad-leaved evergreens in this State. There is an apparent shift to evergreens from deciduous shrubs in all States except California and Colorado. These two States are expanding numbers in each of these groups. There is also an apparent shift in the growing of rose plants from New York and Iowa to other States.

California continued to lead the other five States in dollar sales of the 8 classes of nursery products surveyed with a total of $31.9 million out of the $55.6 million reported for all 6 States. Each of the States, except Illinois, showed higher 1961 dollar sales than in 1959, although quantities sold in many instances were down from 1959.

STATE SUMMARIES

California: Wholesale value of sales in California for the eight classes of nursery products surveyed in 1961 showed a substantial increase from 1959, with most of the gain resulting from larger sales of coniferous and broad-leaved evergreens. Broad-leaved evergreen production continues to be the most important class of plant materials grown in California, accounting for one-third of the dollar sales of the eight classes of nursery products surveyed in the State. However, sales of coniferous evergreens are continuing to increase sharply each year, having increased to over 4 times that reported in 1956. Together, coniferous evergreens and broad-leaved evergreens account for over 50% of the dollar sales of the 8 selected classes of nursery products. Broad-leaved evergreens, deciduous shrubs, grape vines, and citrus and subtropical fruit trees have also increased in dollar sales since 1956, but at a much lower rate. Deciduous shade trees, rose plants, and fruit and nut trees have changed little since 1956. January 1, 1962 inventory numbers and number of plants sold in 1961 indicate that some increase can be expected in all classes except grape vines and fruit and nut trees.

Colorado: Dollar sales of the eight classes of nursery products in Colorado, while small, were up from those in 1959. As in the past, coniferous evergreens accounted for over half of the sales with deciduous shade trees, deciduous shrubs, and broad-leaved evergreens making up most of the other sales.

Florida: Dollar sales in 1961 of the 8 classes of nursery products were only moderately higher than in 1959. While fewer citrus and subtropical trees were sold in 1961, this was off-

set by higher average prices per tree. Citrus and subtropical fruit trees account for about 40% of the value of sales of the 8 classes surveyed. The slightly reduced inventory of this group may reflect in part some of the losses which occurred from the freeze in early January 1962, even though the holdings were requested as of January 1, 1962. Dollar sales were down for deciduous shade trees, deciduous shrubs and grape vines. Due to the smaller inventory shown for these 3 classes, continued decreased sales are probable. Evergreens, both coniferous and broad-leaved, show marked expansions in plant holdings. A large part of the Florida nursery business, that of growing tropical evergreens, is not included in this survey.

Illinois: Growers of the 8 classes of nursery products reported total sales value was down in 1961 from that realized in 1959. This was the only State of the 6 surveyed which showed a decrease in total sales value. Only deciduous fruit and nut trees and broad-leaved evergreens were higher than in 1959. Coniferous evergreens, which made up about 50% of the total sales of these 8 classes, accounted for most of the decreased sales. Quantities sold were also down in most classes, with coniferous evergreens and deciduous shrubs showing the largest decreases. January 1, 1962 inventory numbers showed some increase in coniferous and broad-leaved evergreens, deciduous shrubs and deciduous fruit and nut trees.

Iowa: Total sales value for the eight classes of nursery products surveyed in Iowa increased slightly from 1959. However, only coniferous and broad-leaved evergreens showed an increase, which more than offset the decreased value of the other classes. The decreasing numbers of plants sold and the lower January 1, 1962 inventory numbers indicates that a continued decrease in sales of deciduous shade trees, deciduous shrubs, rose plants and grape vines is probable. Only evergreens, which in 1961 made up 40% of the dollar sales, are expected to show any expansion in 1962.

New York: Total wholesale value of sales of the 8 classes of nursery products surveyed in New York was only moderately larger than that of 1959 in both Long Island and Upstate districts. In Long Island, the increase was due largely to increased sales of coniferous evergreens. Changes in the value of all other classes from 1959 were minor. Sharp increases in January 1, 1962, inventory numbers for both coniferous and broad-leaved evergreens indicate an increase in future sales of these two classes is probable. Coniferous and broad-leaved evergreens made up almost 75% of the dollar sales in 1961. In the Upstate districts, the increased value from 1959 was due largely to the increased average prices per tree from 1959 for deciduous fruit and nut trees. Growers indicated that a trend toward more coniferous evergreens and less deciduous shrubs was probable, and that locally grown rose plants would be sharply reduced.

DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells $2,000 or more of nursery products, cut flowers, bulbs, seeds, and bedding vegetable, flowering and foliage plants in one year. Only commercial producers growing one or more of the eight nursery classifications were included in this report. All value figures are at "gross wholesale" and deductions have not been made for selling commissions and transportation costs. Retail sales in each State were converted to their equivalent wholesale value using wholesale prices reported by growers having about the same size of operation.

Table 1.--Nursery Products: Gross wholesale value of sales, 1959 and 1961, in 6 selected States

State	Gross wholesale value of sales							
	Coniferous evergreens		Broad-leaved evergreens		Deciduous shade trees		Deciduous shrubs	
	1959	1961	1959	1961	1959	1961	1959	1961
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California ..	3,531	6,081	8,474	10,815	955	1,314	353	609
Colorado	111	156	5	20	51	73	27	26
Florida	274	489	3,368	3,775	165	132	275	215
Illinois	2,803	2,404	124	126	1,177	938	943	847
Iowa	614	984	17	25	613	548	638	551
New York: 1/								
Long Island	1,381	1,699	1,085	962	570	599	268	257
Upstate ...	1,142	1,230	295	337	536	578	598	545
6 States	9,856	13,043	13,368	16,060	4,067	4,182	3,102	3,050

State	Gross wholesale value of sales									
	Rose plants		Deciduous fruit and nut trees		Grape vines		Citrus and subtropical 2/ fruit trees		Total (8-classes)	
	1959	1961	1959	1961	1959	1961	1959	1961	1959	1961
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California ..	6,309	6,125	2,608	2,754	369	318	3,090	3,896	25,689	31,912
Colorado	9	9	7	8	0.4	0.3	---	---	210.4	292.3
Florida	36	46	311	403	4	1.6	3,341	3,483	7,774	8,544.6
Illinois	11	10	221	398	3	0.7	---	---	5,282	4,723.7
Iowa	9	2	410	321	1	0.7	---	---	2,302	2,431.7
New York: 1/										
Long Island	15	23	51	77	3/	3/	---	---	3,370	3,617
Upstate ...	348	206	652	966	165	184	---	---	3,736	4,046
6 States	6,737	6,421	4,260	4,927	542.4	505.3	6,431	7,379	48,363.4	55,567.3

1/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by the U.S.D.A. 2/ No commercial production in Colorado, Illinois, Iowa and New York. 3/ Small production, included in Upstate.

Table 2.--Coniferous Evergreens: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

State	Producers		January 1 inventory 1/		
	1959	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 plants	1,000 plants	Percent
California ..	277	376	5,478	10,592	193
Colorado	30	40	175	225	129
Florida	134	166	328	655	200
Illinois	222	259	4,361	4,596	105
Iowa	62	69	1,157	1,700	147
New York: 2/					
Long Island	111	171	1,993	3,086	155
Upstate ...	186	250	1,784	2,539	142
6 States	1,022	1,331	15,276	23,393	153

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1959	1961	1959 4/	1961	1959	1961
	1,000 plants	1,000 plants	Percent	Percent	1,000 dollars	1,000 dollars
California ..	4,132	6,658	88	92	3,531	6,081
Colorado	32	46	58	40	111	156
Florida	178	432	59	74	274	489
Illinois	1,039	788	68	51	2,803	2,404
Iowa	227	456	51	36	614	984
New York: 2/						
Long Island	450	523	72	80	1,381	1,699
Upstate ...	387	391	61	48	1,142	1,230
6 States	6,445	9,294	80	82	9,856	13,043

1/ Plants of all ages excluding seedlings and lining out stock.
2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales.
4/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

Table 3.--Broad-leaved Evergreens: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

State	Producers		January 1 inventory 1/		
	1959	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 plants	1,000 plants	Percent
California ..	377	399	13,296	18,655	140
Colorado	12	16	7	15	214
Florida	314	276	6,904	7,866	114
Illinois	91	134	200	238	119
Iowa	10	21	56	104	186
New York: 2/					
Long Island	123	179	1,294	1,943	150
Upstate ...	140	187	614	619	101
6 States	1,067	1,212	22,371	29,440	132

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1959	1961	1959 4/	1961	1959	1961
	1,000 plants	1,000 plants	Percent	Percent	1,000 dollars	1,000 dollars
California ..	10,831	11,523	89	90	8,474	10,815
Colorado	3	9	---	36	5	20
Florida	3,934	4,828	77	77	3,368	3,775
Illinois	70	74	68	55	124	126
Iowa	16	16	---	8	17	25
New York: 2/						
Long Island	447	415	73	79	1,085	962
Upstate ...	169	204	63	73	295	337
6 States	15,470	17,069	85	86	13,368	16,060

1/ Plants of all ages excluding seedlings and lining out stock. 2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

Table 4.--Deciduous Shade Trees: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

State	Producers		January 1 inventory 1/		
	1959	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 trees	1,000 trees	Percent
California ..	167	205	957	1,130	118
Colorado	21	30	77	87	113
Florida	141	157	135	131	97
Illinois	188	230	1,033	1,106	107
Iowa	47	54	988	490	50
New York: 2/					
Long Island	97	139	384	431	112
Upstate ...	163	218	475	489	103
6 States	824	1,033	4,049	3,864	95

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1959	1961	1959 4/	1961	1959	1961
	1,000 trees	1,000 trees	Percent	Percent	1,000 dollars	1,000 dollars
California ..	678	734	84	83	955	1,314
Colorado	18	22	56	22	51	73
Florida	66	55	44	31	165	132
Illinois	254	187	58	64	1,177	938
Iowa	467	290	74	87	613	548
New York: 2/						
Long Island	118	96	64	76	570	599
Upstate ...	187	187	72	53	536	578
6 States	1,788	1,571	73	75	4,067	4,182

1/ Trees of all ages excluding young trees for budding, grafting and lining out stock. 2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. publication, Nursery Products S. Cr 6-2(60) issued in June 1960.

Table 5.--Deciduous Shrubs: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

State	Producers		January 1 inventory 1/		
	1959	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 plants	1,000 plants	Percent
California ..	115	161	549	1,504	274
Colorado	22	26	74	86	116
Florida	123	117	439	379	86
Illinois	169	199	3,606	3,018	84
Iowa	48	54	3,450	1,839	53
New York: 2/					
Long Island	86	127	652	560	86
Upstate ...	158	201	2,414	1,936	80
6 States	721	885	11,184	9,322	83

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1959	1961	1959 4/	1961	1959	1961
	1,000 plants	1,000 plants	Percent	Percent	1,000 dollars	1,000 dollars
California ..	496	1,053	91	94	353	609
Colorado	32	38	56	33	27	26
Florida	240	209	66	48	275	215
Illinois	1,451	1,136	67	74	943	847
Iowa	1,634	1,318	81	85	638	551
New York: 2/						
Long Island	265	243	62	79	268	257
Upstate ...	1,623	1,393	91	86	593	545
6 States	5,741	5,390	80	83	3,102	3,050

1/ Plants of all ages excluding young plants for budding and grafting. 2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

Table 6.--Rose Plants: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

State	Producers		January 1 inventory 1/		
	1959	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 plants	1,000 plants	Percent
California ..	85	118	22,337	23,693	106
Colorado	5	13	4	6	150
Florida	56	66	78	56	72
Illinois	17	23	20	20	100
Iowa	7	12	19	3	16
New York: 2/					
Long Island	11	29	18	13	72
Upstate ...	26	48	705	100	14
6 States	207	309	23,181	23,891	103

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1959	1961	1959 4/	1961	1959	1961
	1,000 plants	1,000 plants	Percent	Percent	1,000 dollars	1,000 dollars
California ..	15,305	13,486	96	96	6,309	6,125
Colorado	9	4	16	3	9	9
Florida	45	48	32	31	36	46
Illinois	14	12	33	46	11	10
Iowa	12	4	55	28	9	2
New York: 2/						
Long Island	12	11	14	53	15	23
Upstate ...	473	222	28	36	348	206
6 States	15,870	13,787	94	95	6,737	6,421

1/ Plants of all ages excluding young plants for budding. 2/ 1959 New York separation into Long Island and Upstate determined by special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

Table 7.--Deciduous Fruit and Nut Trees: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

State	Producers		January 1 inventory 1/		
	1959 2/	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 trees	1,000 trees	Percent
California ..	101	119	5,741	5,196	90
Colorado	16	20	11	12	109
Florida	58	53	389	625	161
Illinois	70	73	529	564	107
Iowa	18	20	1,045	1,044	100
New York: 3/					
Long Island	51	55	57	63	111
Upstate ...	76	86	2,226	2,141	96
6 States	390	426	9,998	9,645	96

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale 4/	
	1959 2/	1961	1959 5/	1961	1959	1961
	1,000 trees	1,000 trees	Percent	Percent	1,000 dollars	1,000 dollars
California ..	4,390	4,256	61	50	2,608	2,754
Colorado	6	6	47	40	7	8
Florida	247	303	91	90	311	403
Illinois	253	387	3	2	221	398
Iowa	665	636	69	84	410	321
New York: 3/						
Long Island	28	25	73	90	51	77
Upstate ...	1,144	1,114	76	54	652	966
6 States	6,733	6,727	63	53	4,260	4,927

1/ Trees of all ages excluding young trees for budding, grafting and lining out stock. 2/ Estimated from available Census data. 3/ 1959 New York separation into Long Island and Upstate determined by special tabulation of Census data by U.S.D.A. 4/ Equivalent wholesale value for all sales. 5/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

Table 8.--Grape Vines: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

State	Producers		January 1 inventory 1/		
	1959	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 vines	1.000 vines	Percent
California	47	65	8,206	4,559	56
Colorado	6	9	1	1	100
Florida	14	20	14	11	79
Illinois	19	18	25	4	16
Iowa	10	9	11	5	45
New York:					
Long Island 2/	---	---	---	---	---
Upstate	29	39	2,092	1,960	94
6 States	125	160	10,349	6,540	63

State	Vines sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1959	1961	1959 4/	1961	1959	1961
	1,000 vines	1,000 vines	Percent	Percent	1,000 dollars	1,000 dollars
California	6,692	4,011	62	67	369	318
Colorado	1	---	23	---	0.4	0.3
Florida	8	5	40	82	4	1.6
Illinois	15	1	8	15	3	0.7
Iowa	11	5	19	39	1	0.7
New York:						
Long Island 2/	---	---	---	---	---	---
Upstate	1,858	1,989	99	92	165	184
6 States	8,585	6,011	70	75	542.4	505.3

1/ Vines of all ages excluding vines for grafting. 2/ Small production included in Upstate. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

Table 9.--Citrus and Subtropical Fruit Trees: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

State	Producers		January 1 inventory 1/		
	1959 2/	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 trees	1,000 trees	Percent
California ..	207	241	2,509	2,880	115
Colorado	---	---	---	---	---
Florida	473	382	5,072	4,831	95
Illinois	---	---	---	---	---
Iowa	---	---	---	---	---
New York:					
Long Island	---	---	---	---	---
Upstate ...	---	---	---	---	---
6 States 3/ .	680	623	7,581	7,711	102

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale 4/	
	1959 2/	1961	1959 5/	1961	1959	1961
	1,000 trees	1,000 trees	Percent	Percent	1,000 dollars	1,000 dollars
California ..	1,355	1,701	51	56	3,090	3,896
Colorado	---	---	---	---	---	---
Florida	2,640	2,496	57	75	3,341	3,483
Illinois	---	---	---	---	---	---
Iowa	---	---	---	---	---	---
New York:						
Long Island	---	---	---	---	---	---
Upstate ...	---	---	---	---	---	---
6 States 3/ .	3,995	4,197	55	67	6,431	7,379

1/ Trees of all ages excluding young trees for budding and grafting. 2/ Estimated from available Census data. 3/ No commercial production in Colorado, Illinois, Iowa, and New York. 4/ Equivalent wholesale value for all sales. 5/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

UNITED STATES DEPARTMENT OF AGRICULTURE
STATISTICAL REPORTING SERVICE
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